FIG. 1

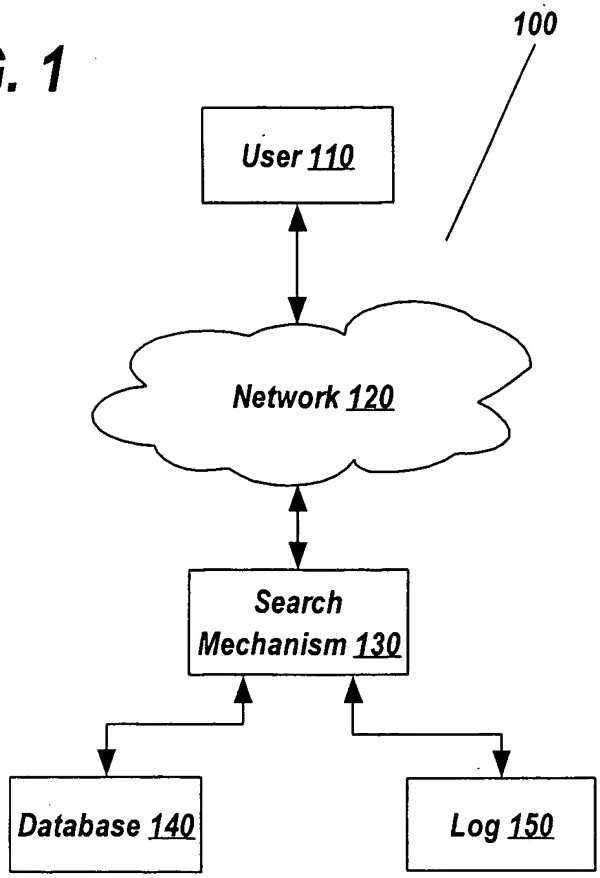

100
User 110
Network 120
Search Mechanism 130
Database 140
Log 150

FIG. 2

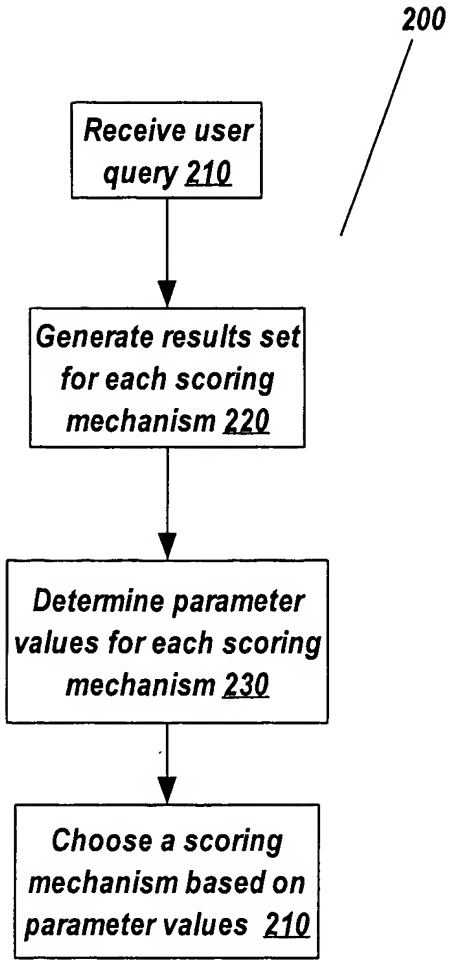

200
Receive user query 210
Generate results set for each scoring mechanism 220
Determine parameter values for each scoring mechanism 230
Choose a scoring mechanism based on parameter values 210

FIG. 3

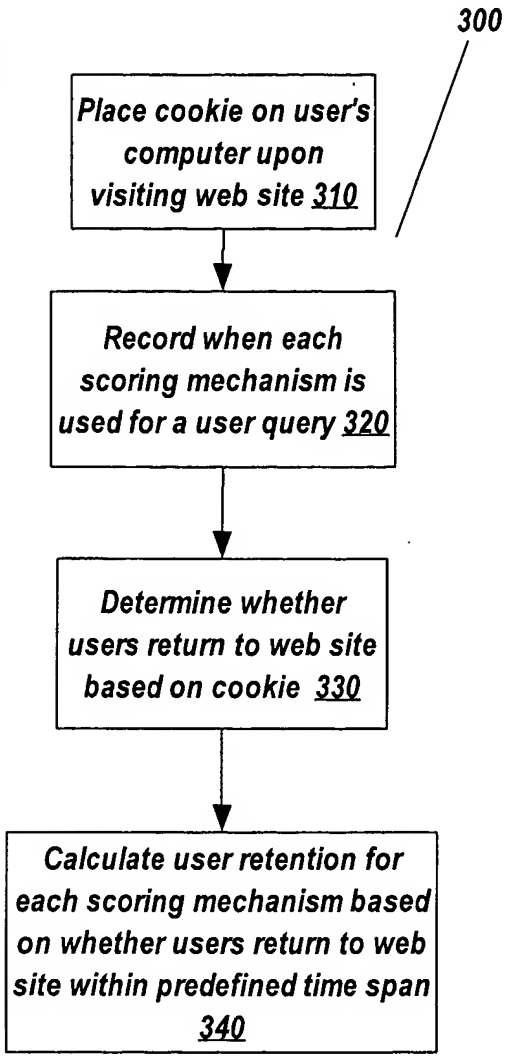
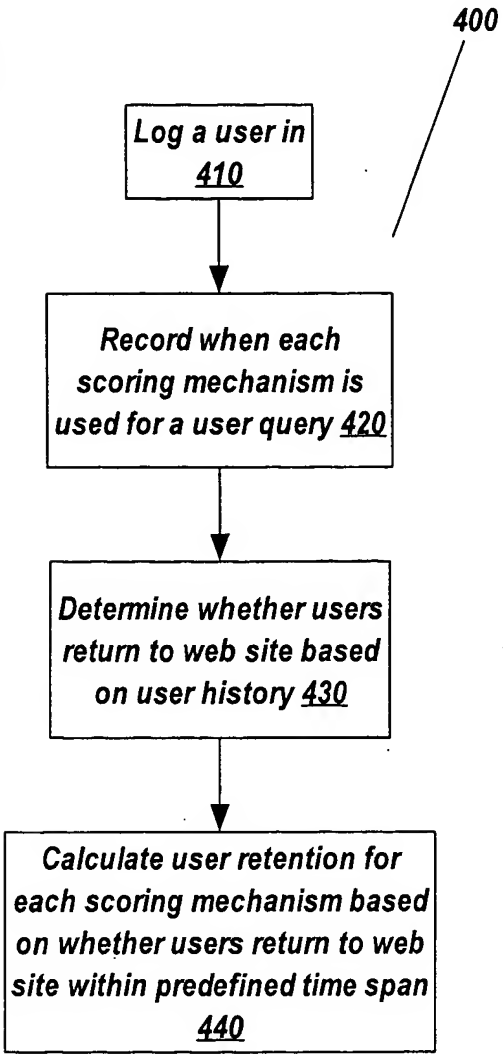

300
Place cookie on user's computer upon visiting web site 310
Record when each scoring mechanism is used for a user query 320
Determine whether users return to web site based on cookie 330
Calculate user retention for each scoring mechanism based on whether users return to web site within predefined time span 340

FIG. 4


400
Log a user in 410
Record when each scoring mechanism is used for a user query 420
Determine whether users return to web site based on user history 430
Calculate user retention for each scoring mechanism based on whether users return to web site within predefined time span 440

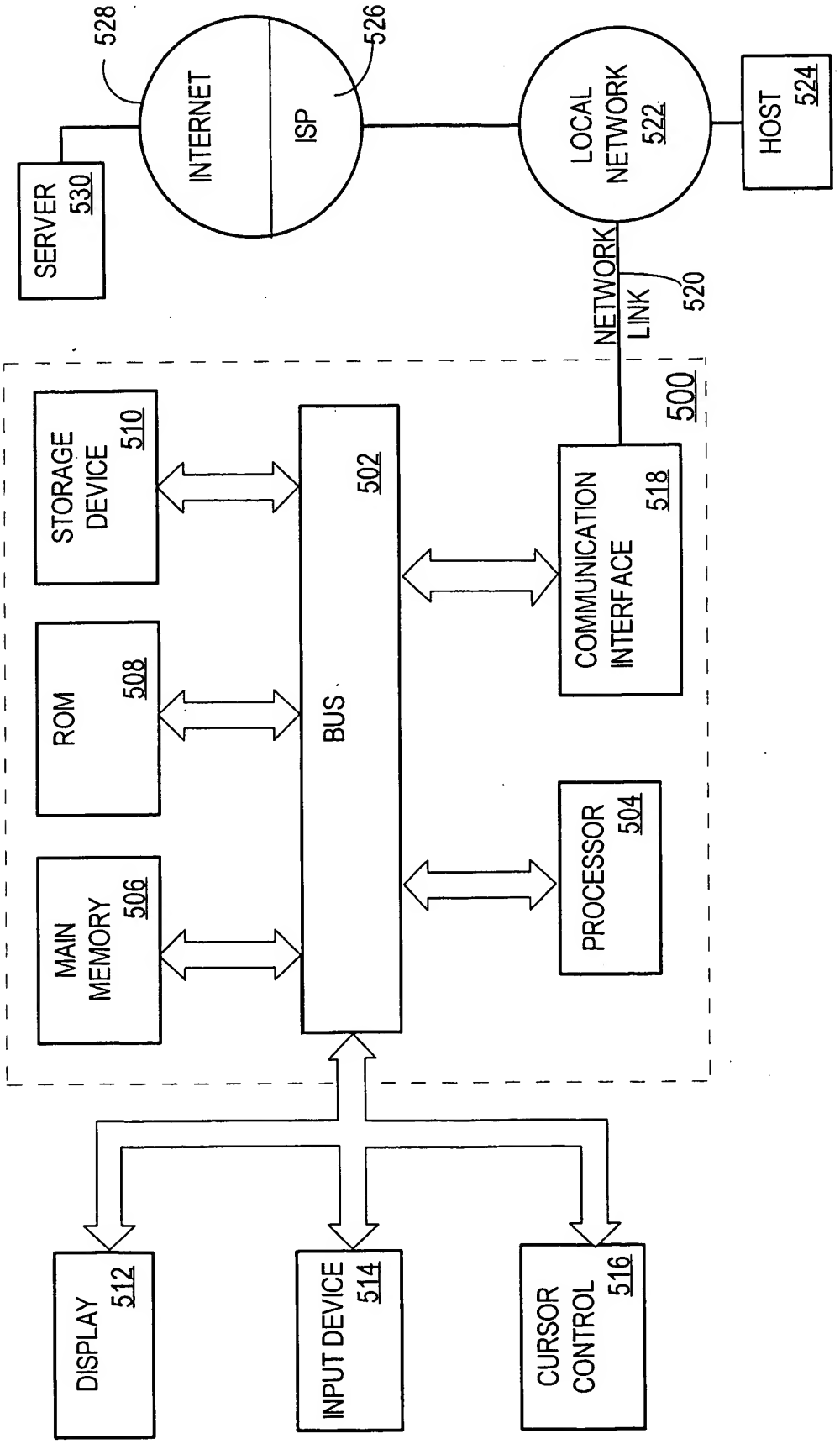

528
INTERNET
ISP
526
SERVER 530
LOCAL NETWORK 522
HOST 524
NETWORK LINK 520
500
STORAGE DEVICE 510
ROM 508
MAIN MEMORY 506
BUS 502
COMMUNICATION INTERFACE 518
PROCESSOR 504
DISPLAY 512
INPUT DEVICE 514
CURSOR CONTROL 516

FIG. 5